



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: October 17, 2017

Subject: Staff Report – Tourism Reports

Bed Tax Collection Report

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

Highlights for Business Activity in August 2017

August bed tax collections were up (29%) with YTD collections up (30%). Miscellaneous retail tax collections were up YTD (11%) and restaurants were up YTD (1.0%). This report is on a cash basis, so only the cash that is received within the month is included.

August hotel classification report indicates YTD bed tax collections for resorts were up (0.8%), full service property (-17.2%) and limited service properties (-14.0%) were down. The hotel classification report pulls data based on the reporting period not the actual receipt collections.

Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years as well as the adopted budget.

Highlights as September 30, 2017

Highlighted changes include updated FY2017/18 estimated expense as well as actual FTD expenses. Changes to the report format include outstanding debt.

Smith Travel Report

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for August (Scottsdale Trend Report-59 properties)

Over the past 12 months occupancy is relatively flat (68.1%) average daily rate (\$194.76) is up (5.4%) and Rev Par (\$132.73) is up (6.2%) when compared to the same period last year.

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is slightly down (-0.1) average daily rate (5.0) and rev par is up (5.0).
Once again all performance indicators are consistent with last month's data.

Regional Reports

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is down (-1.4%) average daily rate (\$156.59) is up (3.6) and Rev Par (\$110.37) is up (2.1%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is flat (0.4%) average daily rate (\$191.71) is up (6.2%) and Rev Par (\$126.63) is up (6.6%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is up (3.2%) average daily rate (\$231.27) is up (4.4%) and Rev Par (\$162.81) is up (7.7 %) when compared to the same period last year.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

Any program updates will be provided at the October TDC meeting.

BED TAX COLLECTION REPORT - FY 17/18
Prepared by the City of Scottsdale Tourism Events Department
October 17 ,2017 (Preliminary)

Item 9a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

Table 1 reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

Table 2 provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,727 total hotel rooms in the City as of August 2017. Resort hotels represent 45%, Full Service hotels 21%, and Limited Service hotels 34%.

*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

Table 1

Tourism Indicators as reflected in Monthly City Sales Tax Revenues
FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	16/17 Bed Tax Collections	FY17/18 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
¹ June	4.6%	\$860,598	\$1,176,941	37.0%	73.0%	-15.0%	0.0%
² July	4.0%	\$739,002	\$902,085	22.0%	45.0%	56.0%	13.0%
³ August	3.9%	\$719,101	\$929,939	29.0%	57.0%	-6.0%	-9.0%
September	6.4%	\$1,196,588					
October	8.4%	\$1,557,281					
November	8.4%	\$1,572,604					
December	6.3%	\$1,173,835					
January	6.0%	\$1,115,043					
February	13.0%	\$2,417,432					
March	13.2%	\$2,458,315					
April	16.4%	\$3,054,168					
May	9.5%	\$1,761,758					
Year to date	100.0%	\$18,625,725	\$3,008,965	30.0%	59.0%	11.0%	1.0%

¹Some hotels hadnt yet filed for June. The data above shows payments from the prior month that were received in July

²There were five weeks of payments included in this month, which is why the increases are so high.

³There are some delinquent taxpayers in the hotel classification. However, the figures don't reflect that due to a taxpayer paying Scottsdale instead of the correct jurisdiction. There will be a correction to the taxes in a future period.

MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18

Prepared by the City of Scottsdale Tourism Events Department

October 17, 2017 (Preliminary)

Item 9b

Table 2

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Resort Hotels 3,917 Rooms	% Change from FY16/17	Full-Service Hotels 1,854 Rooms	% Change from FY16/17	Limited- Service Hotels 2,956 Rooms	% Change from FY16/17
June	\$460,575	-15.0%	\$107,376	-9.2%	\$165,537	-11.3%
July	\$462,458	-0.7%	\$73,531	-19.3%	\$113,834	-27.8%
August	\$445,724	1.1%	\$76,082	-24.8%	\$136,287	-15.1%
September						
October						
November						
December						
January						
February						
March						
April						
May						
Year to date	\$1,368,757	0.8%	\$256,989	-17.2%	\$415,658	-14.0%
	67.05%		12.59%		20.36%	

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

City of Scottsdale
Tourism Development Fund
as of September 30, 2017

Item 9c

	FY 2016/17 Actual	FY 2017/18 Adopted	FY 2017/18 Estimates	FY 2017/18 YTD
REVENUE				
Bed Tax	18,950,951	19,441,159	19,441,159	3,008,964
Princess Lease	1,725,212	1,667,227	1,667,227	250,000
Event Notification and Survey Program	10,248	13,500	13,500	-
Miscellaneous	15,960	7,000	7,000	-
TOURISM REVENUES	20,702,371	21,128,886	21,128,886	3,258,964
EXPENSES				
Destination Marketing (50% of bed tax revenue)	(9,475,476)	(9,720,580)	(9,720,580)	(2,430,145)
General Fund Allocation	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)
Event Retention and Development				
Uncommitted		(1,008,357)	(741,457)	
Fiesta Bowl (20 yr agreement since 2006)	(310,852)	(161,643)	(161,643)	(161,643)
PGA Charles Schwab Cup Championship (Council approved 07/01/15) 2 yr agreement	(75,000)			
NCAA Men's Final Four (Council approved 09-13-16)	(150,000)			
2017 Off Road Expo (Council approved 07/06/16)	(75,000)			
2018 Off Road Expo (goes to council 10/17/17)				(75,000)
Food & Wine Experience (Council approved 10-25-16)	(82,500)			
Grand Prix Event (Council approved 10/25/16, 8/29/17)	(48,062)		(75,000)	
Parada del Sol Parade (Council approved 1/24/17)	(64,400)			
Parada del Sol Parade (Council approved 07-05-17) 5 yr agreement			(79,400)	(59,550)
Scottsdale International Film Festival (Council approved 07-05-17) 3yr agreement			(37,500)	(28,125)
NCHA Cutting Horse Event (Council approved 03-07-17) 2 yr agreement	(30,000)	(30,000)	(30,000)	
The Scottsdale Philharmonic Inc				(12,750)
The Scottsdale Gallery Association (council approved 08-29-17) 3yr agreement			(75,000)	(56,250)
Matching Event Advertising Funding Program	(105,000)			
Event Venue Fee Program	(10,180)			
Community Events Program	(187,059)			(14,625)
Total Events	(1,138,053)	(1,200,000)	(1,200,000)	(407,943)
Administrative/Other Professional Services				
Administrative Expenses	(223,220)	(274,641)	(274,641)	(76,771)
Tourism Research	(50,748)	(90,000)	(90,000)	
5-yr Tourism Strategic Plan	(78,821)	(132,359)	(132,359)	
Total Admin/Other	(352,789)	(497,000)	(497,000)	(76,771)
One-time Commitments:				
One-time commitments	-	(500,000)	(500,000)	
Total One-time Commitments	-	(500,000)	(500,000)	-
Multi-year Commitments for Capital Projects				
WestWorld debt service (80-acres started FY2006/07, ends FY2034/35)	(600,000)	(600,000)	(600,000)	
TNEC Equestrian Center debt service (started FY2012/13, ends FY2032/33)	(1,200,000)	(1,200,000)	(1,200,000)	
Museum of the West debt service (started FY2014/15, ends FY2033/34)	(889,363)	(891,763)	(891,763)	
TPC renovations debt service (started FY2014/15, ends FY2033/34)	(900,000)	(900,000)	(900,000)	
Total Capital Projects	(3,589,363)	(3,591,763)	(3,591,763)	-
TOTAL EXPENSES	(16,055,681)	(17,009,343)	(17,009,343)	(4,414,859)
CARRYOVER				
Beginning Balance	10,443,108	12,671,579	12,849,838	12,849,838
Current year fund balance - <i>available for capital projects (up to \$600,000 per project)</i>	4,646,690	4,119,543	4,119,543	(1,155,895)
TOTAL CARRYOVER FUNDS	15,089,798	16,791,122	16,969,381	11,693,943
Carryover Uses				
Trolley Expenses	(300,327)	(300,327)	(300,327)	(300,114)
International Visitor Committee (Council approved on April 28, 2015)	(75,000)			
Event Notification and Survey Program	(10,248)			
Banner program	-	(20,173)	(13,500)	
Museum of the West Hopi Pottery Permanent Gallery (council approved 02-23-16)	(500,000)			
Strategic Plan carryover	(575,632)	(331,000)	(331,000)	(5,000)
Tourism Strategic Plan - year 4	(378,753)	(250,000)	(366,247)	(33,737)
Tourism Strategic Plan - year 5	-			
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(400,000)	(400,000)	(400,000)	(400,000)
Promotion of downtown		(300,000)	(300,000)	
Electrical outlets downtown	-	(520,354)	(520,354)	(31,098)
WestWorld marketing fee - transfer out to General Fund	-	(100,000)	(100,000)	(100,000)
Canal Convergence (council approved 06-27-17)			(650,000)	(109,071)
Thunderbird memorial - Airport			(412,500)	(412,500)
WestWorld improvements (parking Lot G and relocate electrical in lot H) (council 10/17/17)			(490,000)	
TOTAL CARRYOVER USES	(2,239,960)	(2,221,854)	(3,883,928)	(1,391,520)
ENDING BALANCE	12,849,838	14,569,268.00	13,085,453	10,302,423

NO COUNCIL ACTION OR APPROVED ITEMS FOR FUTURE YEARS:

DDC debt service (TDC reserved \$0.6 million/yr - no council action)	(1,200,000)
Bed Tax Stabilization Policy Fund (TDC reserved \$2.6 million - no council action)	(2,600,000)
WestWorld Municipal Use Site Plan (no council action)	(150,000)
	<u>(3,950,000)</u>

Estimated Ending Balance (including non city council action expenditures) (7,833,928)

Outstanding Debt	Amount	Final Payment
WestWorld debt service (80-acres started FY2006/07, ends FY2034/35)	14,457,510	2035
TNEC Equestrian Center debt service (started FY2012/13, ends FY2032/33)	30,855,000	2033
Museum of the West debt service (started FY2014/15, ends FY2033/34)	10,670,000	2034
TPC renovations debt service (started FY2014/15, ends FY2033/34)	12,600,000	2034
Total Outstanding Debt	68,582,510	

Date Created: Sep 15, 2017

tem 9d

City of Scottsdale, AZ

For the Month of August 2017



Table Of Contents	1
Trend Scottsdale AZ+	2
Response Scottsdale AZ+	3
Seg Trend Scottsdale AZ+	4
Seg Trend Raw Scottsdale AZ+	5
Seg Response Scottsdale AZ+	6
Trend Scottsdale Downtown+	7
Response Scottsdale Downtown+	8
Trend Scottsdale Middle+	9
Response Scottsdale Middle+	10
Trend Scottsdale North+	11
Response Scottsdale North+	12
Help	13

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
support@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
hotelinfo@str.com www.str.com

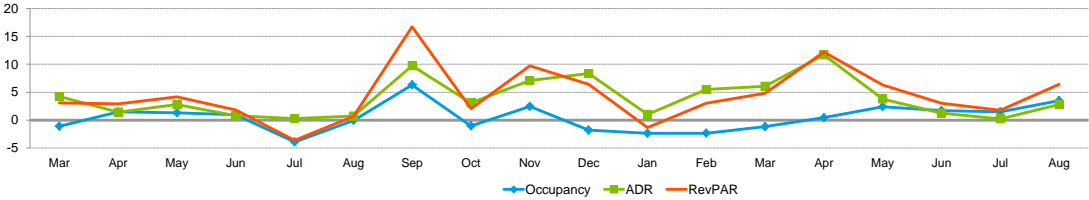
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately.
Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Trend Scottsdale AZ+

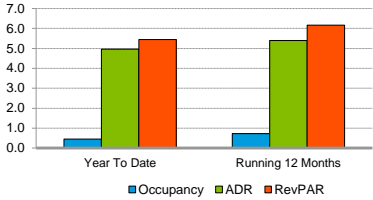
City of Scottsdale, AZ
For the Month of August 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.1	70.5	56.0		69.3	83.1	88.6	79.3	69.7	60.6	53.3	56.1
	Last Year	90.6	77.8	67.1	59.0	54.6	54.2	70.8	68.8	57.0			70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2
Percent Change		-1.1	1.5	1.3	1.0	-3.9	0.0	6.3	-1.0	2.5	-1.8		-2.3	-2.3	-1.1	0.4	2.4	1.7	1.5	3.5

ADR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	271.16	213.01	166.74	120.26	110.42	106.20	160.09	190.75	193.49	173.99		224.80	258.04	287.59	237.93	173.09	121.80	110.71	109.22
	Last Year	260.16	210.00	162.22	119.30	110.10	105.42	145.85	184.98	180.69	160.58		222.51	244.59	271.16	213.01	166.74	120.26	110.42	106.20
Percent Change		4.2	1.4	2.8	0.8	0.3	0.7	9.8	3.1	7.1	8.4		1.0	5.5	6.1	11.7	3.8	1.3	0.3	2.8

RevPAR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	243.13	168.21	113.41	71.68	57.99	57.51	99.40	133.65	136.47	97.36		155.69	214.40	254.90	188.72	120.56	73.86	59.03	61.22
	Last Year	235.77	163.42	108.87	70.40	60.16	57.11	85.17	130.93	124.35	91.48		157.77	208.04	243.13	168.21	113.41	71.68	57.99	57.51
Percent Change		3.1	2.9	4.2	1.8	-3.6	0.7	16.7	2.1	9.7	6.4		-1.3	3.1	4.8	12.2	6.3	3.0	1.8	6.4

Supply	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,689		375,751	339,752	376,154	364,020	369,489	357,570	369,489	369,489
	Last Year	369,737	357,810	369,768	357,720	359,538	359,538	357,720	369,644	354,600	366,420		366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241
Percent Change		-0.9	0.2	1.0	1.1	3.9	2.7	-0.1	-0.1	0.8	2.5		2.5	2.7	2.7	1.6	-1.1	-1.1	-1.1	0.1

Demand	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	210,222		260,228	282,297	333,401	288,731	257,353	216,826	196,993	207,108
	Last Year	335,070	278,439	248,159	211,102	196,466	194,760	208,889	261,628	244,048	208,736		259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955
Percent Change		-1.9	1.6	2.4	2.1	-0.1	2.7	6.2	-1.1	3.3	0.7		0.2	0.3	1.5	2.0	1.3	0.6	0.4	3.6

Revenue	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	35,518,922	49,379,070	48,792,728	36,577,280		58,500,458	72,844,281	95,882,396	68,696,833	44,545,188	26,410,341	21,809,196	22,620,025
	Last Year	87,171,282	58,472,679	40,256,294	25,183,881	21,629,967	20,531,638	30,465,854	48,396,623	44,096,020	33,518,501		57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488
Percent Change		2.2	3.1	5.2	2.9	0.2	3.4	16.6	2.0	10.7	9.1		1.2	5.8	7.6	14.0	5.1	1.9	0.7	6.5

Census %	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	57	58	58	58	58	57	57	57	58			58	58	58	58	57	57	57	57
	Census Rooms	11820	11946	12051	12051	12052	11911	11911	11918	12119			12121	12134	12134	12134	11919	11919	11919	11919
% Rooms Participants		100.0	100.0	100.0	100.0	98.9	100.0	100.0	100.0	100.0			100.0	99.8	99.8	100.0	99.8	100.0	100.0	100.0

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

City of Scottsdale, AZ
For the Month of August 2017

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of August 2017

Currency: USD - US Dollar

		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
Current Month		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Mar	58.1	31.7	0.4	90.3	341.27	294.57	194.90	324.17	198.29	93.48	0.81	292.57	6.8	-13.5	269.8	-1.1	2.6	4.7	121.5	4.0	9.5	-9.5	719.1	2.9
	Apr	40.6	39.3	0.1	79.9	261.39	259.19	67.40	260.18	106.05	101.75	0.04	207.84	-9.3	7.7	-28.1	-1.7	1.7	3.3	-22.6	2.4	-7.8	11.3	-44.4	0.7
	May	40.3	28.9	0.1	69.2	193.29	210.48	73.15	200.38	77.81	60.85	0.04	138.69	-0.2	-4.5	5.2	-2.1	3.8	5.3	-8.6	4.3	3.5	0.6	-3.9	2.2
	Jun	39.4	22.5	0.1	62.0	138.95	137.53	79.30	138.37	54.79	30.89	0.05	85.73	3.3	-5.7	103.2	-0.1	-0.1	3.9	-5.0	1.4	3.2	-2.0	93.1	1.3
	Jul	39.2	15.5	0.0	54.8	131.70	115.71	78.96	127.13	51.69	17.99	0.03	69.71	-7.6	-7.3	0.6	-7.5	-0.5	3.5	2.8	0.5	-8.1	-4.0	3.5	-7.1
	Aug	40.4	14.9	0.0	55.4	124.71	107.26	84.22	119.98	50.39	16.02	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.6	7.4	0.0	-10.0	12.2	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.95	200.19	86.04	192.28	64.35	56.48	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.7	-7.6	11.1	6.0	32.7	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.42	232.80	71.02	230.57	78.89	81.47	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.1	-2.2	-6.3	2.7	4.3	-3.4	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.94	228.31	87.74	230.07	90.47	75.24	0.09	165.80	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.7	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.35	184.73	79.03	208.86	89.40	30.95	0.14	120.49	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.8	6.0	5.6	4.7	9.1	-3.1	1667.1	2.8
	Mar	54.1	35.0	0.8	89.9	362.93	315.39	85.51	342.03	196.42	110.24	0.67	307.33	-6.9	10.1	87.8	-0.4	6.3	7.1	-56.1	5.5	-0.9	17.9	-17.6	5.0
	Apr	44.8	35.4	0.6	80.7	294.96	281.94	92.43	287.85	132.13	99.79	0.52	232.43	10.4	-9.8	899.0	1.1	12.8	8.8	37.1	10.6	24.6	-1.9	1269.9	11.8
	May	37.0	31.3	0.5	68.8	203.33	213.69	86.17	207.21	75.28	66.79	0.42	142.49	-8.0	8.1	845.6	-0.6	5.2	1.5	17.8	3.4	-3.2	9.8	1013.8	2.7
	Jun	39.9	19.8	0.4	60.2	142.01	135.47	84.95	139.44	56.73	26.82	0.37	83.92	1.3	-11.9	604.5	-2.9	2.2	-1.5	7.1	0.8	3.5	-13.2	654.8	-2.1
	Jul	39.7	12.6	0.5	52.8	130.82	113.18	91.12	126.26	51.94	14.26	0.42	66.63	1.2	-18.9	1260.1	-3.8	-0.7	-2.2	15.4	-0.7	0.5	-20.7	1469.5	-4.4
	Aug	40.3	16.5	0.5	57.3	127.33	114.93	88.02	123.44	51.32	18.96	0.40	70.68	-0.3	10.5	1180.3	3.4	2.1	7.2	4.5	2.9	1.8	18.4	1238.1	6.4

Year To Date													
2015	Aug	42.0	30.8	0.1	72.9	220.49	234.29	87.38	226.22	92.64	72.13	0.05	164.81
2016	Aug	41.3	29.5	0.1	70.9	224.94	229.83	140.90	226.87	92.87	67.88	0.13	160.88
2017	Aug	40.8	29.2	0.5	70.5	235.51	243.16	87.42	237.56	96.18	70.89	0.46	167.53

Percent Change (%)													
2.0	5.1	-25.9	3.3	10.5	12.4	-29.8	11.4	12.8	18.1	-48.0	15.0		
-1.7	-4.1	61.7	-2.7	2.0	-1.9	61.2	0.3	0.2	-5.9	160.7	-2.4		
-1.1	-1.3	488.5	-0.6	4.7	5.8	-38.0	4.7	3.6	4.4	265.1	4.1		

Running 12 Month													
2015	Aug	40.5	29.8	0.1	70.4	211.61	223.21	95.05	216.42	85.77	66.56	0.06	152.39
2016	Aug	40.0	28.8	0.1	68.9	216.80	224.25	124.59	219.80	86.80	64.55	0.11	151.46
2017	Aug	39.6	28.8	0.4	68.8	229.74	234.37	86.99	230.88	91.06	67.57	0.33	158.96

Percent Change (%)													
3.2	3.5	-63.6	3.2	9.8	9.5	-3.6	9.8	13.3	13.4	-64.9	13.2		
-1.2	-3.5	32.3	-2.1	2.5	0.5	31.1	1.6	1.2	-3.0	73.4	-0.6		
-1.0	0.2	347.1	-0.1	6.0	4.5	-30.2	5.0	4.9	4.7	212.2	5.0		

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of August 2017

Currency: USD - US Dollar

		This Year										Last Year									
		Supply		Demand				Revenue				Supply		Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total		
2016	Mar	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887	211,513	115,116	77,633	237	192,986	38,291,429	21,839,146	20,854	60,151,429		
	Apr	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049	204,690	91,610	74,581	159	166,350	23,536,765	18,709,923	13,848	42,260,536		
	May	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385	211,544	85,361	64,047	104	149,512	15,903,169	12,800,100	8,326	28,711,595		
	Jun	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539	204,600	78,119	48,731	63	126,913	10,864,687	6,451,500	5,258	17,321,445		
	Jul	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248	201,314	85,549	33,751	68	119,368	11,319,370	3,774,189	5,223	15,098,782		
	Aug	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540		
	Sep	207,810	71,921	58,624	84	130,629	13,373,583	11,736,129	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169		
	Oct	214,737	74,161	75,152	54	149,367	16,940,146	17,495,192	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975		
	Nov	207,810	81,058	68,480	215	149,753	18,800,194	15,634,886	18,864	34,453,944	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268		
	Dec	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803		
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143		
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493		
	Mar	215,202	116,470	75,219	1,675	193,364	42,270,406	23,723,509	143,222	66,137,137	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887		
	Apr	208,260	93,291	73,712	1,162	168,165	27,516,832	20,782,362	107,400	48,406,594	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049		
	May	215,202	79,681	67,260	1,052	147,993	16,201,343	14,372,998	90,646	30,664,987	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385		
	Jun	208,260	83,197	41,229	918	125,344	11,814,625	5,585,159	77,987	17,477,771	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539		
	Jul	215,202	85,446	27,124	995	113,565	11,178,372	3,069,766	90,664	14,338,802	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248		
Aug	215,202	86,731	35,499	988	123,218	11,043,202	4,079,785	86,962	15,209,949	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450			
Year To Date																					
2015	Aug	1,637,532	688,005	504,111	915	1,193,031	151,700,814	118,107,588	79,957	269,888,359	1,664,064	685,181	487,234	1,254	1,173,669	136,671,657	101,603,363	156,260	238,431,280		
2016	Aug	1,659,140	684,995	490,051	1,499	1,176,545	154,079,768	112,626,202	211,225	266,917,194	1,637,532	688,005	504,111	915	1,193,031	151,700,814	118,107,588	79,957	269,888,359		
2017	Aug	1,686,503	688,734	491,664	8,968	1,189,366	162,206,162	119,551,194	783,970	282,541,326	1,659,140	684,995	490,051	1,499	1,176,545	154,079,768	112,626,202	211,225	266,917,194		
Running 12 Month																					
2015	Aug	2,470,688	1,001,440	736,725	1,601	1,739,766	211,919,063	164,444,328	152,178	376,515,569	2,493,786	979,650	718,120	4,441	1,702,211	188,759,825	146,379,901	437,843	335,577,569		
2016	Aug	2,483,555	994,357	714,901	2,129	1,711,388	215,578,816	160,318,288	265,305	376,162,409	2,470,688	1,001,440	736,725	1,601	1,739,766	211,919,063	164,444,328	152,178	376,515,569		
2017	Aug	2,531,597	1,003,392	729,901	9,705	1,742,998	230,517,487	171,064,248	844,242	402,425,977	2,483,555	994,357	714,901	2,129	1,711,388	215,578,816	160,318,288	265,305	376,162,409		

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ
For the Month of August 2017

								2015												2016												2017																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B

A blank row indicates insufficient data.

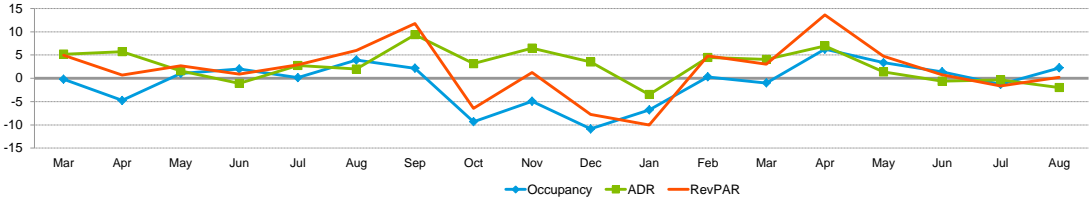
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 7 - Trend Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of August 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	91.9	76.4	70.0	63.2	55.7	58.8	67.7	71.7	72.0	56.3		68.9	87.3	91.0	81.1	72.4	64.1	55.0	60.1
	Last Year	92.1	80.2	69.3	62.0	55.6	56.6	66.3	79.1	75.7	63.2		73.9	87.0	91.9	76.4	70.0	63.2	55.7	58.8
Percent Change		-0.2	-4.8	1.0	2.0	0.1	3.9	2.2	-9.3	-4.9	-10.9		-6.8	0.3	-1.0	6.2	3.3	1.4	-1.3	2.2

ADR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	235.98	171.57	134.31	101.48	94.49	93.25	131.29	150.93	154.83	132.02		178.67	208.90	245.54	183.53	136.15	100.85	94.18	91.40
	Last Year	224.33	162.26	132.17	102.59	91.97	91.44	120.02	146.32	145.42	127.54		185.09	199.98	235.98	171.57	134.31	101.48	94.49	93.25
Percent Change		5.2	5.7	1.6	-1.1	2.7	2.0	9.4	3.2	6.5	3.5		-3.5	4.5	4.0	7.0	1.4	-0.6	-0.3	-2.0

RevPAR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	216.81	130.99	94.07	64.17	52.63	54.82	88.87	108.26	111.47	74.33		123.18	182.31	223.36	148.87	98.55	64.66	51.77	54.93
	Last Year	206.53	130.09	91.61	63.61	51.15	51.72	79.52	115.72	110.11	80.57		136.87	173.97	216.81	130.99	94.07	64.17	52.63	54.82
Percent Change		5.0	0.7	2.7	0.9	2.9	6.0	11.8	-6.4	1.2	-7.7		-10.0	4.8	3.0	13.6	4.8	0.8	-1.6	0.2

Supply	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	75,299	76,650	79,205	76,650	79,205	79,205	76,650	79,205	76,650	79,205		79,205	71,540	79,205	76,650	79,205	76,650	79,205	79,205
	Last Year	79,143	76,590	79,174	76,620	79,174	79,174	76,620	79,174	72,870	75,299		75,299	68,012	75,299	76,650	79,205	76,650	79,205	79,205
Percent Change		-4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.2	5.2		5.2	5.2	5.2	0.0	0.0	0.0	0.0	0.0

Demand	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	69,183	58,524	55,473	48,470	44,117	46,561	51,886	56,810	55,186	44,594		54,603	62,431	72,052	62,173	57,330	49,145	43,537	47,605
	Last Year	72,865	61,404	54,878	47,506	44,038	44,786	50,767	62,613	55,178	47,567		55,682	59,168	69,183	58,524	55,473	48,470	44,117	46,561
Percent Change		-5.1	-4.7	1.1	2.0	0.2	4.0	2.2	-9.3	0.0	-6.3		-1.9	5.5	4.1	6.2	3.3	1.4	-1.3	2.2

Revenue	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	16,325,862	10,040,738	7,450,547	4,918,554	4,168,615	4,341,709	6,812,097	8,574,520	8,544,398	5,887,215		9,756,176	13,042,137	17,691,440	11,410,857	7,805,676	4,956,250	4,100,358	4,350,935
	Last Year	16,345,781	9,963,573	7,253,139	4,873,713	4,050,072	4,095,160	6,093,167	9,161,641	8,024,070	6,066,668		10,306,080	11,832,154	16,325,862	10,040,738	7,450,547	4,918,554	4,168,615	4,341,709
Percent Change		-0.1	0.8	2.7	0.9	2.9	6.0	11.8	-6.4	6.5	-3.0		-5.3	10.2	8.4	13.6	4.8	0.8	-1.6	0.2

Census %	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	16	17	17	17	17	17	17	17	17	17		17	17	17	17	17	17	17	17
	Census Rooms	2429	2555	2555	2555	2555	2555	2555	2555	2555	2555		2555	2555	2555	2555	2555	2555	2555	2555
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ
For the Month of August 2017

							2015												2016												2017																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

A blank row indicates insufficient data.

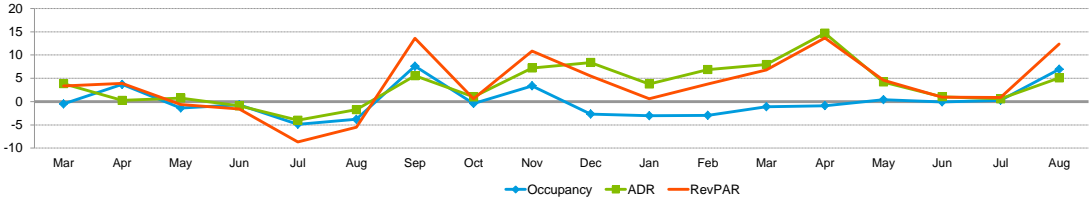
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 9 - Trend Scottsdale Middle+

City of Scottsdale, AZ
For the Month of August 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3		68.1	82.6	89.2	79.1	67.0	56.9	49.2	53.1
	Last Year	90.7	76.9	67.6	57.3	51.5	51.6	54.0	67.9	66.7	54.7		70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6
Percent Change		-0.5	3.7	-1.4	-0.7	-4.9	-3.8	7.6	-0.4	3.4	-2.7		-3.0	-3.0	-1.1	-0.9	0.4	-0.1	0.3	6.9

ADR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	261.46	203.89	158.35	115.82	107.04	103.35	153.32	181.60	188.73	172.82		221.02	253.35	282.29	233.83	165.02	117.04	107.66	108.60
	Last Year	251.75	203.40	157.13	116.91	111.50	105.17	145.24	179.81	176.00	159.44		212.96	237.00	261.46	203.89	158.35	115.82	107.04	103.35
Percent Change		3.9	0.2	0.8	-0.9	-4.0	-1.7	5.6	1.0	7.2	8.4		3.8	6.9	8.0	14.7	4.2	1.1	0.6	5.1

RevPAR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	235.85	162.60	105.62	65.92	52.47	51.30	89.08	122.84	130.12	92.04		150.59	209.27	251.83	184.85	110.51	66.57	52.92	57.66
	Last Year	228.22	156.44	106.25	67.00	57.46	54.28	78.43	122.11	117.37	87.26		149.64	201.72	235.85	162.60	105.62	65.92	52.47	51.30
Percent Change		3.3	3.9	-0.6	-1.6	-8.7	-5.5	13.6	0.6	10.9	5.5		0.6	3.7	6.8	13.7	4.6	1.0	0.9	12.4

Supply	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	208,971		209,033	189,168	209,436	202,680	202,771	196,230	202,771	202,771
	Last Year	206,522	199,860	206,522	199,740	196,292	196,292	199,740	206,398	199,740	206,398		206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523
Percent Change		-0.1	-0.1	0.0	0.1	5.2	3.2	-1.9	-1.8	-1.8	1.2		1.3	1.5	1.5	1.5	-1.8	-1.8	-1.8	0.1

Demand	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296		142,426	156,254	186,836	160,219	135,789	111,613	99,672	107,647
	Last Year	187,221	153,719	139,643	114,465	101,157	101,307	107,858	140,174	133,203	112,956		145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538
Percent Change		-0.6	3.6	-1.4	-0.6	0.1	-0.8	5.6	-2.2	1.6	-1.5		-1.8	-1.5	0.4	0.6	-1.4	-1.9	-1.6	7.1

Revenue	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	17,458,762	24,903,940	25,530,100	19,233,759		31,478,765	39,586,723	52,741,338	37,464,542	22,408,364	13,063,496	10,730,957	11,690,987
	Last Year	47,132,569	31,265,946	21,942,720	13,382,331	11,279,236	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260		30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115
Percent Change		3.3	3.9	-0.6	-1.5	-3.9	-2.5	11.4	-1.2	8.9	6.8		1.9	5.3	8.3	15.4	2.7	-0.8	-1.0	12.5

Census %	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	30	30	30	30	30	29	29	29	30			30	30	30	30	29	29	29	29
	Census Rooms	6658	6658	6662	6662	6663	6533	6533	6540	6741			6743	6756	6756	6756	6541	6541	6541	6541
% Rooms Participants		100.0	100.0	100.0	100.0	98.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

City of Scottsdale, AZ
For the Month of August 2017

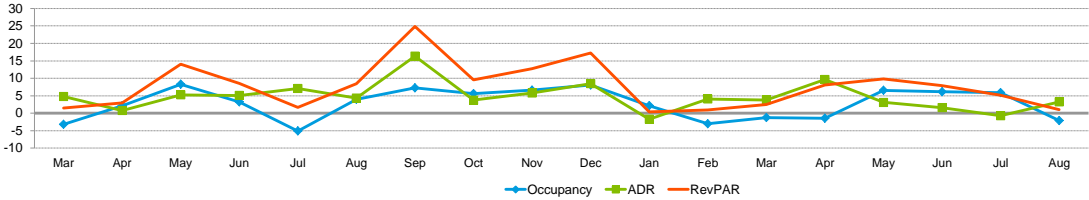
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 11 - Trend Scottsdale North+

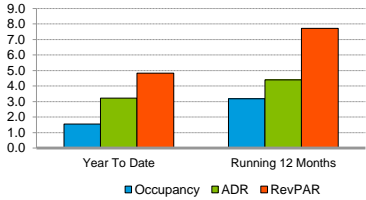
City of Scottsdale, AZ
For the Month of August 2017

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1		71.5	80.6	85.6	77.7	73.0	65.5	60.2	58.0
	Last Year	89.5	77.2	63.2	59.8	59.9	57.0	60.9	70.0	68.2	57.4		69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3
Percent Change		-3.2	2.1	8.3	3.2	-5.1	4.0	7.3	5.6	6.6	8.1		2.2	-3.0	-1.2	-1.4	6.6	6.1	5.9	-2.1

ADR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56		268.72	309.60	331.95	292.71	218.20	147.36	128.75	125.99
	Last Year	305.15	264.85	201.07	137.98	121.11	116.95	169.73	230.45	219.91	189.48		273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02
Percent Change		4.8	0.8	5.3	5.1	7.1	4.3	16.4	3.8	5.8	8.5		-1.7	4.1	3.8	9.7	3.1	1.6	-0.7	3.3

RevPAR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64		192.03	249.42	284.12	227.42	159.19	96.53	77.55	73.09
	Last Year	273.13	204.42	127.09	82.48	72.56	66.65	103.37	161.27	150.06	108.85		191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32
Percent Change		1.5	2.9	14.0	8.5	1.7	8.5	24.8	9.6	12.8	17.3		0.4	1.0	2.5	8.1	9.9	7.9	5.1	1.1

Supply	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644		90,644	81,872	90,644	87,720	90,644	87,720	90,644	90,644
	Last Year	87,854	85,020	87,854	85,020	87,854	87,854	85,020	87,854	85,020	87,854		87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644
Percent Change		0.0	0.0	3.6	3.6	3.6	3.2	3.2	3.2	3.2	3.2		3.2	3.2	3.2	3.2	-0.4	-0.4	-0.4	0.0

Demand	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285		64,774	65,959	77,583	68,153	66,130	57,460	54,598	52,583
	Last Year	78,636	65,621	55,528	50,822	52,634	50,070	51,781	61,481	58,017	50,471		61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720
Percent Change		-3.2	2.1	12.2	6.9	-1.7	7.3	10.7	9.0	10.0	11.5		5.4	0.1	1.9	1.7	6.2	5.7	5.5	-2.1

Revenue	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	This Year	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904		17,406,073	20,420,779	25,753,492	19,949,263	14,429,404	8,467,220	7,029,590	6,625,037
	Last Year	23,995,877	17,379,955	11,165,113	7,012,179	6,374,663	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175		16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126
Percent Change		1.5	2.9	18.1	12.4	5.3	11.9	28.8	13.1	16.4	21.0		3.6	4.2	5.8	11.5	9.5	7.5	4.7	1.1

Census %	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	Census Props	11	11	11	11	11	11	11	11	11	11		11	11	11	11	11	11	11	11
	Census Rooms	2834	2834	2935	2935	2935	2924	2924	2924	2924	2924		2924	2924	2924	2924	2924	2924	2924	2924
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ
For the Month of August 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015												2016												2017																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●</

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2017 STR, Inc. / STR Global, Ltd. trading as "STR".



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

support@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

hotelinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: David Scholefield, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 17, 2017

Subject: Manager Report – STR Regional Data Profile

The following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas.

Downtown Scottsdale Trend Report

17 properties are included in the report with a total of 2,555 rooms available
The average number of rooms for the area is 150
Room Revenue for the Downtown area for the past twelve months is \$102,992,059
Total rooms in the downtown area produced \$40,310 per room over the past twelve months
Downtown ADR and REV par for the past twelve months is \$156.59 and \$110.37 respectively

Central Scottsdale Trend Report

31 properties are included in the report with a total of 6,541 rooms available
The average number of rooms for the area is 211
Room Revenue for the middle area for the past twelve months is \$306,291,733
Total rooms in the central area produced \$46,826 per room over the past twelve months
Central ADR and REV par for the past twelve months is \$191.67 and \$126.63 respectively

North Scottsdale Trend Report

11 properties are included in the report with a total of 2,924 rooms available
The average number of rooms for the area is 265
Room Revenue for the Northern area for the past twelve months is \$173,835,482
Total rooms in the northern area produced \$59,451 per room over the past twelve months
Northern ADR and REV par for the past twelve months is \$231.27 and \$162.88 respectively